

Gift Boxes Are Customer Service

Another new customer service is geared to make Kresge stores major gift shopping centers. For the first time this holiday season, with the purchase of gift items, customers can buy attractive gift boxes in the proper size for just 5¢.

The boxes are handsomely patterned in a new grass cloth design appropriate for any gift.

Stores can really stimulate their gift sales, stressed the sales department, with this customer service. Customers will appreciate this convenience and remember their Kresge store when they want to make additional gift purchases.

Topper signs have been sent to all Kresge stores for display in popular gift departments such as apparel and lingerie. Stores with P. A. systems are encouraged to publicize this new customer convenience. Sales personnel should suggest the gift box service at every opportunity, concluded the sales department.



Your accomplishments in 1964 have made this Christmas an especially joyous one for your company. I delight in this opportunity to thank you, and extend the season's greetings to you and your family.

Merry Christmas and Happy New Year

H.B. Cunningham
President



District Men To Hear 1965 Sales Strategy

The 1965 District Managers' Conference will be held at the Detroit Office February 1 through February 5. All 42 district managers, regional office executives and regional merchandise managers will hear D. O. executives, the D. O. sales department and buyers outline merchandising and sales promotion plans for 1965.

Ervin E. Wardlow, sales director and general merchandise manager, announced: "The main theme of the 1965 meeting will be a complete discussion of the merchandising and sales promotion programs in keeping with the rapid expansion of stores."

"With everyone working as a team on our sales promotion and merchandising plans, we will produce sales and profits that are up to our expectations. The Kresge Company has been a leader in producing sales increases in our field for 1964 and we are going to continue to be the leader during 1965."

Harry B. Cunningham, president; Fred K. Nieman, vice president in charge of store management and operations; Claude M. Booker, vice president in charge of merchandising; C. Lloyd Yohe, vice president in charge of discount operations; W. E. Sturges, vice president in charge of personnel, and John E. Hearst, vice president, finance, will

discuss overall operational plans for 1965 for Kresge, K-mart and Jupiter stores.

Buyers will present new merchandise lines and promotional plans in conjunction with the sales department. To stimulate ideas and communication between men in the field and the buying offices, each buyer will devote a part of his presentation time to an open discussion period.

Following the five-day D. O. meeting, each regional office will hold one-day conferences with regional officials and district managers focusing the 1965 sales program on their respective regions and stores.

Each district manager will then relate the plans to managers in his territory at a two-day meeting, after which store managers will pass the information on to their own organizations.

Mr. Wardlow pointed out: "With the expansion program that Mr. Cunningham has outlined for 1965, meetings such as this one are very important to enable Kresge, K-mart and Jupiter stores to be merchandised for maximum sales and profit."

"By the time we complete this meeting, most of our sales promotions will be lined up for the first quarter of the year, but we certainly expect to learn much from the men in the field to further strengthen our promotion and merchandising plans."



Sugar Daddy is the product of a D. O. Junior Achievement company.

JA's Sell Wares at D. O.

Detroit Office employees will have an opportunity in December to support company-sponsored Junior Achievement companies. The Four JA firms plan to sell their products at the administration building.

Two-Lite Company's 22 members, formerly manufacturers of Christmas candles, are now producing Sugar Daddies, holiday novelties. A Sugar Daddy is a snowman with a glass body that is filled with hard candy and a styrofoam head and top hat. A Sugar Daddy sells for \$1.00.

Astro Company has 21 JA members making brush lint removers. Their successful product has been purchased wholesale by several Detroit area Kresge stores. The lint remover retails at 69¢.

The 28 Junior Achievers in Compo Company are manufacturing decorator toss pillows which will probably retail for \$1.50 each.

Rem Roll note pads are coming off the assembly line of the 25-member Kresco Company. The pads will sell for approximately \$1.75 each. Sam Fuller, assistant manager at Kresge 353, Madison Heights, Mich., is a new advisor for the Kresco firm. He succeeds an advisor who was transferred to another area of the company.

Hardware Buyer Tests Expanded Lines at 4001

A new idea in K-mart hardware departments is being tested at K-mart 4001, Pontiac, Mich. Hardware space there has been expanded to more than double the size of an average K-mart hardware department.

E. James Haglund, associate buyer and director of K-mart hardware operations, reported that 2,000 additional square feet in 4001's hardware department enabled the store to expand its hardware lines and add new ones.

The department, headed by an experienced tool and hardware man, opened to the public on November 5 and early sales were very gratifying, Mr. Haglund related. Many items from the new lines were reordered during the first week.

New lines offered include floor type power tools, chain saws, work

benches and metal shelving. Special departments within the enlarged department were added: complete fireplace equipment, imported tools, weather vanes and lawn markers.

Customary lines such as carpentry, masonry and mechanic tools and kitchen gadgets are given more space in the department to provide for maximum sales and greater variety. Do-it-yourself merchandise (aluminum paneling, wooden dowels, etc.) was also added to the department.

The expanded department will provide an opportunity for new lines and new items to be tested in depth, Mr. Haglund added. If the test is successful, other K-mart hardware departments will be expanded, although probably not as much as 4001's hardware department, he said. He concluded: "The greatest benefit will come from the adding of those lines proving to be good sellers."



TESTING... A section of the enlarged hardware department at K-mart 4001, Pontiac, Mich., shows expanded tool lines. The experimental department provides the opportunity to test new lines in depth. Successful lines will be added to all K-mart hardware departments.

Pool Racks Up Big Sales

Those smoky, old pool halls have changed for the better. Thousands of pool halls across the country have been outfitted with carpeting, chandeliers and soda fountains in keeping with the national trend to family recreation, reported Buyer Henry E. Mertins.

Pool has become a family sport with nearly as many women participants as men, he said. The result of the game's new respectability has been increased sales of home pool tables in Kresge and K-mart stores, especially in November, December and January, the peak selling months for the tables, he pointed out.

Mr. Mertins explained that young parents today want more and more family activities that will keep their children constructively occupied and home pool tables fill this desire.

Of the various types and sizes of pool tables available in Kresge and K-mart stores, Mr. Mertins related that the seven-foot-long table is the most popular.

The seven-foot-long pool table features cotton billiard cloth, a half inch non-warping bed, fast action gum rubber cushions, a reinforced hardwood frame with a metal edge trim and walnut finished sides, a built-in automatic ball return, balls, cues, chalk, bridge attachment and plastic triangle.